

Fox Theatre opens on-site gift shop

by **Rough Draft**
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The Fox Theatre has opened the doors to its brand new gift shop, located inside the Midtown performing arts venue.

The shop, which was designed to reflect the theater’s “dramatic Moorish architecture,” features an extensive collection of merchandise that includes Fox-inspired apparel, posters, postcards, collectible souvenirs and more — with new and limited-edition items planned through the year, the [Fox Theatre](#) said.

“The gift shop is a natural extension of who we are,” said Jamie Vosmeier, vice president of Sales and Marketing for the Fox Theatre. “It allows us to translate the Fox experience into tangible, thoughtfully designed products that people can take with them.”

Additionally, the gift shop will also sell Fox Theatre Blue Sky Blend, a custom-made coffee that was created in collaboration with [Jittery Joe’s Coffee](#).

Founded in 1994, the Athens-based coffeehouse company is renowned for its small-batch roasting and longstanding ties to Georgia’s music and arts communities.

In addition to the Fox Theatre Gift Shop, Blue Sky Blend is also available to purchase through the Jittery Joe’s website, with 15% of sales being allocated to Fox Gives, the Fox Theatre’s philanthropic arm.

“From our home in Athens to the stages of the Fox, this collaboration embodies the musical and cultural spirit both organizations celebrate,” said Michael Ripps, co-owner of Jittery Joe’s Coffee. “We’re thrilled to bring a craft coffee experience that aligns with live performance energy and gives back to support the Fox’s nonprofit mission.”

Since it was established in 2008, Fox Gives has invested more than \$4.7 million into historic theatre preservation grants across Georgia and the Southeast, along with supporting over 74,000 students through various arts and education initiatives.

“Partnering with Jittery Joe’s on a custom coffee that gives back through Fox Gives reflects our commitment to supporting Georgia-based creators while advancing our nonprofit mission,” said Vosmeier.

The Atlanta venue says that Fox Theatre Premium Members and Friends of the Fox will receive a 10% discount on purchases made in the gift shop.